MWR FAMILY FITNESS

Navy Region Europe Fitness Program 2007

“Passport to Fitness”

MWR FAMILY FITNESS

Passport Participating Bases

- **Laurie Allard**
  Fitness Director, NS Rota, Spain
- **Barbara Cook**
  Fitness Coordinator, NSA Naples, Italy
- **Zina Herb**
  Fitness Director, NAS Sigonella, Italy
- **Arren Hymas**
  Assistant Athletic Director/Fitness coordinator, United Kingdom
- **Byron P. Gayle**
  Athletic Director, Souda Bay, Crete

The What?

- **The MWR Navy Region Europe**

“FITNESS PASSPORT”
“Healthy Families Healthy Navy”

was designed to encourage

families to play an active roll in

improving their own health and

fitness.

Family Fitness Passport
Sign up event

The How?

- Log activities in a Passport
- Earn bonus Coupons by attending MWR Fitness events
- Turn in the completed passport to earn rewards

Bonus Activity Coupons

You can earn bonus coupons by just participating in MWR/DODDS extracurricular fitness/wellness activities! (MOCK/regular PRT, Fun Runs, Outdoor Trips, Sporting Events and Health Promotion Classes). Each MWR location will determine which activity will count for a coupon so find out now!

Here's how it works:

- Valid Family Fitness activities are those listed in the passport and/or fall into that category. Card must be filled out completely. **Starts September 10th.**
- You can earn extra coupons by entering any family fitness hosted event *(must be sanctioned by MWR prior to day of event)*.
- Each family must turn their passport into MWR by **12:00 noon on Friday, November 2, 2007** to be entered into the drawing.
- Only one family passport card per family member.
- Each family member must follow rules listed in sections A, B & C. Upon sign up, you will receive your passport and small incentive gift.
- Upon completion of card or 8 week session, **you are eligible for prizes/drawings:**
  - **Each completed card = MWR Give-Away**
  - **All cards go into drawing for grand prize.**
  - **Family events will receive bonus coupons entered toward final drawing for rewards.**

Passport Card will be drawn on: _____

Family Signature: _____

Contact Information: _____

Phone/Email: _____

MWR FAMILY FITNESS PASSPORT

Navy Region Europe

MWR familyfitness

NAVY REGION EUROPE

The MWR Fitness Passport is designed to make your family, fitness and health a priority by making it fun! And you won't be alone - there's a whole community of people just like you who need that extra nudge to get fit and stay moving. Earn coupons and earn rewards by using this passport!

Family Fitness A

Activities for the entire family!

- All family members required to participate together
- Minimum of 5 activities/fall session (8 weeks)

Examples: *biking, hiking, walking, rollerblading, yard work, rock climbing, skiing, kayaking, swimming, soccer…*

ACTIVITY	DATE

Personal Fitness B

Get credit for working out and having fun!

- Minimum of 20 minutes of physical activity/day
- Each Family Member has Personal Fitness Days - check all!
- Minimum of 16 activities per 8 week fall session required

Examples: *workouts at gym, sports, exercise classes, playground activities, dodgeball…*

ACTIVITY	DATE

Family Rock Climbing
Bonus Activity

Things We Considered

- Make it fun and simple
- Get everyone moving – on their own AND as a family
- Encourage healthy lifestyle choices that should last a lifetime

"FAMILY FITNESS A"
Activities for the entire family

- All family members are required to participate together
- Minimum of 5 activities/session (8 weeks)
- Examples: biking, hiking, walking, rollerblading, yard work, rock climbing, skiing, kayaking, swimming, soccer

Family Splash N Dash
Activity for the entire Family

"Personal Fitness B" Individual work outs

- Minimum of 20 minutes of physical activity per day
- Each family member has personal fitness days
- Minimum of 16 activities per 8 week session required
- Examples: workouts at the gym, sports, exercise classes, PRT, playground activities, dodge ball

American Kids Run

“Healthy Family C”
Try a healthy lifestyle choice

- **Minimum of 20 attempts in the 8-week period**
- **Examples:**

  healthy breakfast, no “junk food” for a day, try a new vegetable, get CPR certified, no smoking, sit for a family meal, cook a new healthy meal, drink water, count calories for 1 day, no TV/computer/video games for a day, no candy all day, 5 fruits/veggies in one day, no alcohol for one day

Family Fitness Cooperative

- We scheduled the sessions according to school calendars
- Enlisted the help of parents
- Coordinated with MWR Youth Program activities
- Considered nutrition and other healthy life style choices
- Shared the information with Navy CFL's

American Kids Run

Outcomes

- Fitness Centers distributed over a 1,000 passports region wide.
- Participants turned in 50 pass ports by the due date.
- First session: we encouraged patrons to come sign up at the fitness facilities
- Second session: we flooded the base users with the passports
- Each base offered about 25 different events.
- Family and Single Sailor (Souda Bay) events had great participation

Improvements

- Different marketing strategies
- Track participants more frequently; give them a call to follow up on their status
- Team the Family Fitness Passports with the new CYP FitFactor program

MWR FAMILY FITNESS PASSPORT

MWR Navy Region Europe